

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 488997 /		<u>Alt Order #</u> 06263160
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 09/21/12 - 10/04/12		<u>Estimate #</u> 2958
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 25	KVVU	10/04/12	10/04/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---2---				2	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	----Th-----	:30		\$350.00	NM		
	Credited											
Totals											93	\$74,260.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	22	\$18,560.00	\$15,776.00
10/01/12 - 10/04/12	71	\$55,700.00	\$47,345.00
<b>Totals</b>	<b>93</b>	<b>\$74,260.00</b>	<b>\$63,121.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6263160 TRF# 488997 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 16.19  
 \*\*\* KVVU-TV \*\*\* \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NRCC-IE REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME TRACEY ROBINSON  
 815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6263160 CLASS: NATL. LOCAL REGIONAL  
 PRDCT NRCC IE SKED 2 EST#2958 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP21/12 OCT4/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT8/12 16.19

REP: TO ROSE  
 FR NIKKI  
 OK'D M3  
 NEW TOTAL \$74260 (-350)  
 PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 NRCC IE SKED 2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
78	S		400P-500P	30		\$350.00	10/4	10/4	1		THU	1

AGENCY ADVERTISER CODE = 155 AGENCY EST# = 2958  
 AGENCY PRODUCT CODE = 426

PROGRAM : DR. OZ  
 RA35-64 : 0.9  
 CON COM1: DR. OZ  
 CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT4

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 16.19  
 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6263160 TRF# 488997  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M3 OK'D BUY#78 MISSED: THU/400P-500P OCT4 30S \$350.00 (OCT8/12)  
 OFFER: NONE  
 CMT: SPOT N/A DUE TO TECHNICAL ISSUES. FLIGHT ENDED. PLS CREDIT.

SEP/12	18560.00	OCT/12	55700.00					CONTRACT TOTAL	74260.00			
								TOTAL SPOTS	93			

MARKET TOTALS \$217,946 KVVU 28% KSNV 29% KLAS 20% KTNV 20% KVMY 3% KVCW 0% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE